

Final Project Report City of Pierre Community Assessment Report

01 March 2015

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EXECUTIVE SUMMARY

In October of 2014, the City of Pierre, South Dakota, contracted with USD's Government Research Bureau (GRB) to conduct a community assessment survey.

- After collaborating with city officials to develop the final survey instrument, the GRB sent invitation postcards for an online survey to 1,800 randomly selected households in Pierre. The survey was also promoted through social media, newspaper, radio, and the city website. In addition, 200 hard copy surveys were made available for those wanting to complete the survey offline.
- A total of 1,281 respondents visited the online survey website. Only surveys that were grossly incomplete (less than 10% of the survey questions completed), shared the same IP address, or were test responses from GRB staff were culled from the final dataset.
- A total of 1,058 respondents completed the survey. Of these, 162 completed the survey online and indicated that they had received an invitation postcard as a part of the random sample. 882 completed the survey online indicating they had not received a postcard. Only 14 completed one of the hard copy surveys made available, of which four indicated that they were invited as a part of our random sample. In total, 166 invited respondents participated. Since the online survey opened before postcards arrived, though, it is possible that someone who self-selected to complete the survey instrument later received a postcard and would have been included in the sample. Responses from the random and self-selected samples were compared across a sample of survey questions and no significant differences were found. The results reported below are for the combined sample of all 1,058 respondents.

This executive summary details the major findings from the survey and is separated into two major classes of findings: 1) general trends and 2) policy-specific recommendations..

GENERAL TRENDS SUMMARY

The survey asked respondents to provide answers to 103 questions, of which many were focused on respondents' general observations about living in Pierre, or encouraged input pertaining to specific policy options facing Pierre. The following represent the major findings from these questions:

- **Respondents are generally satisfied with the performance of both the Pierre City Commission and the Office of the Mayor.**
- **While a majority of residents are hopeful about Pierre's economic future, there are some clear areas for improvement.** In particular, affordable housing is an issue that came to the forefront for respondents. Respondents disagree that homes are affordable in Pierre and they did so at a significantly higher rate than in 2008.
- **There is strong majority support for both a new water treatment plant to address brown water and the installation of electric load management systems.** Support for the water treatment plant remained high even when it would come with an increased monthly cost to consumers, but the level of support diminished as the cost increased.

- **Opinions relating specifically to building a new recreation/events center were somewhat split.** A healthy plurality (47%) of respondents agreed that Pierre should consider building a new recreation/events center, however a fourth of respondents indicated disagreement. When it came to ranking options for facilities and resources that would be available at the center if it were built, the highest prioritized facilities were: a space for large events, recreational floor space for multiple sports activities, and meeting spaces for community members.
- **A substantial majority (86%) of residents surveyed indicated they feel safe in Pierre.** Respondents were also generally satisfied with public safety services provided in Pierre.
- **Survey respondents suggest that there is room for improvement when it comes to travelling by air.** Nearly half of respondents (43%) either disagreed or strongly disagreed that flight schedules at the Pierre Regional Airport are convenient; only 21% of respondents indicated agreement.

SECTION I: SURVEY PLANNING

SURVEY MATERIALS AND PROCEDURES

The survey instrument was constructed by the USD Government Research Bureau (GRB) and led by project director Dr. Shane Nordyke. The survey instrument was based in large part on a previous survey conducted by the City of Pierre in 2008. The GRB collaborated with members of the Pierre City Commission to revise the original instrument to reflect current community needs.

The final survey version included 103 questions. The questions were balanced among areas such as local economic development, satisfaction, accessibility, opinions about government service, retail options, and parks and recreation. The University of South Dakota's Institutional Review board approved the final survey version, all related materials, and the approach used in conducting the study. This board's purpose is to ensure the safety of human subjects participating in USD-related research and contract work.

Postcards inviting community members to participate in the online survey were sent to 1,800 households within the Pierre city limits during the last week of December 2014. The GRB selected the sample population using a random number generator from a roster of the city's municipal utility customers, provided by the City of Pierre. The GRB at the University of South Dakota has used similar approaches to conducting past surveys.

The survey itself was deployed in two forms: online and paper copy. 200 paper copy surveys were provided to the City of Pierre for those community members who wished to complete the survey without access to internet services. Most of the surveys were completed using the online survey instrument. The online survey was created and implemented in Psychdata, a common online surveying platform.

The Pierre Community Survey received 1,058 responses. Based on the number of invitations we sent out the total response rate for the survey was 58.8%, however, the majority of these responses were not necessarily a part of the random sample invited. The anticipated responses rate for a survey of this nature was 20–25%.

The following sections offer details about the survey's respondents. Most importantly, it provides guidance regarding how the survey's respondent profile maps to the 2010 US Census figures for the City of Pierre.

OVERALL DEMOGRAPHIC PROFILES

Tables 1 & 2 on the following page, offer some details about the response rates for the Pierre Community Survey by demographic characteristics. For every characteristic, the number and percentage of survey respondents is listed with the actual percentage of Pierre community residents as counted in the 2010 Census. When 2010 census data was not available, data from the 2013 American Community Survey was utilized. Many of the tables will total less than the full 1,058 respondents because not all respondents answered every question.

Table 1 – Age of Pierre Survey Respondents and Community Members

	Pierre 2014		Census 2010 without 19 & under
Q93 Age Cohort (years)	Count	%	%
20–24 ¹	9	<1%	7.1%
25–34	164	17%	19.0%
35–44	191	20%	16.8%
45–54	232	25%	10.4%
55–64	180	19%	18.1%
65+	138	15%	18.6%
Total	942	100	100%

Table 1 provides the age distribution for survey respondents and the distribution according to the 2010 census. Since we do not expect many survey respondents to be in the under 20 age category, we have provided the breakdown of the percentage of community members in each category excluding those under 20. This provides a better comparative set for the distribution we have in the survey. Table 1 reveals that younger community members, particularly those in the 20-24 year category, are underrepresented in our sample and older community members are slightly over represented. This is not uncommon in household surveys, but should be taken into consideration when interpreting survey results.

	Pierre 2014		2010 Census
Q99 Gender	Count	%	%
Male	436	46%	48%
Female	513	54%	52%
Total	949	100	100
Q97 Race/ethnicity			
White or Caucasian	893	94%	85.10%
American Indian or Alaska Native	20	2%	10.90%
Black or African American	9	<1%	0.05%
Asian	7	<1%	0.06%
Native Hawaiian or other Pacific Islander	1	0%	0.00%
Hispanic or Latino	6	<1%	1.90%
Other (please specify)	17	2%	2.40%
Total	953	100	

¹ The survey respondents also included one 19 year old included in this category.

Q100 Employment Status	Pierre 2014		2010 Census
Employed part-time	51	5%	73%
Employed full-time	732	76%	
Unemployed, actively seeking employment	9	<1%	27%
Unemployed, not actively seeking employment	4	<1%	
Retired	130	14%	
Other (please specify)	35	4%	
Total	961	100	
Q96 Housing			2013 ACS 5-Yr
Own a single family home	773	81%	63.50%
Own a condominium	18	2%	
Rent an apartment or home	152	16%	36.50%
Other (please specify)	16	2%	
Total	959	100	
Q98 Income	Pierre 2014		2013 ACS 5-Yr
\$0-\$9,999	7	1%	5.30%
\$10,000-\$19,999	29	3%	40.10%
\$20,000-\$29,000	35	4%	
\$30,000-\$39,000	59	6%	
\$40,000-\$49,000	79	9%	
\$50,000-\$59,000	110	12%	32.20%
\$60,000-\$69,000	90	10%	
\$70,000-\$79,000	96	10%	
\$80,000-\$89,000	93	10%	
\$90,000-\$99,000	76	8%	22.20%
\$100,000 or more	251	27%	
Total	925	100	

The data included higher than average numbers of Caucasian and high family income responses, and lower proportions of Native American respondents. The survey results and any public policy decisions based on these categories should be mindful of these anomalies and caveats appropriately. Other than these exceptions, the demographics included in Tables 1 & 2 suggest that the survey was broadly representative of the Pierre Community.

ADDITIONAL DEMOGRAPHIC INFORMATION

Besides asking respondents for information about above items, the survey also requested data about Pierre location of respondents' residence and marital status. Figures 1 & 2 below highlight Pierre residents' responses to these questions.

Figure 1: Demographic Home Location

Q95: Do you live inside or outside city limits?
N=962

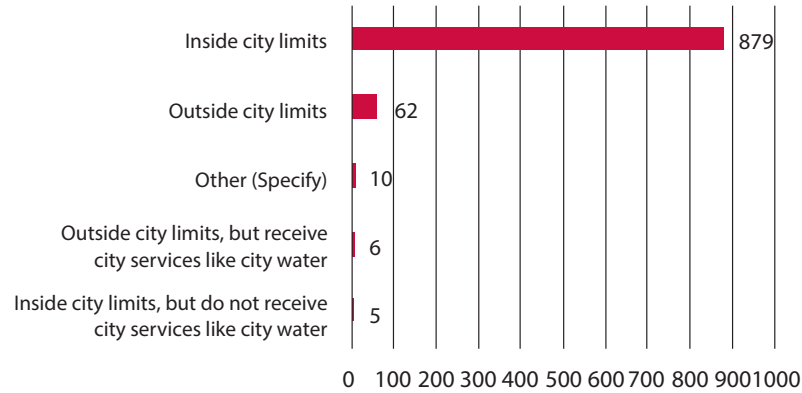
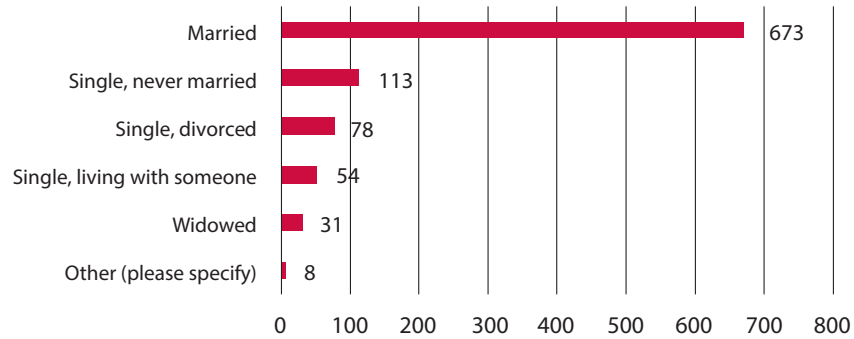


Figure 2: Marital Status

Q102: Which of the following best describes your current marital status?
N=957



SECTION II: SURVEY RESULTS

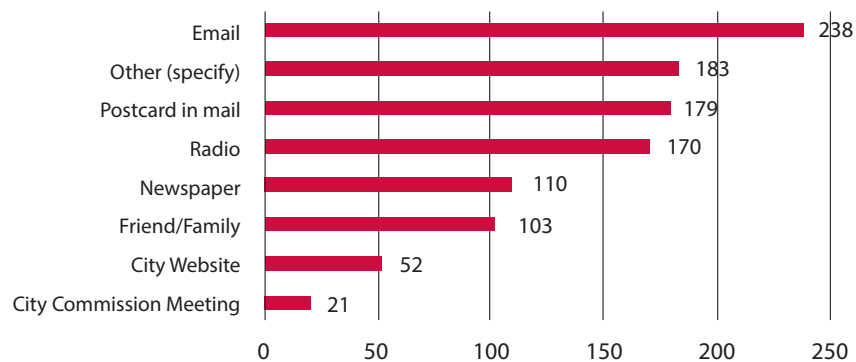
The following section details our findings from the 103-item survey. The results of the survey have been collated into topical sections.

PERCEPTIONS OF COMMUNITY

First, we asked a series of questions of general perceptions of Pierre including why people chose to live there, what might cause them to leave, and the strengths of the community. The responses were consistent with those received in 2008; in each case the top three responses provided were the same as those provided in 2008. In general, respondents stayed or moved from Pierre based on employment opportunities. Respondents also indicate enjoying the small town feel of Pierre and the recreation opportunities it provides.

Figure 3: Notification of Survey

Q1: How were you notified about this survey?
N=1056



Q3: Why do you live in Pierre?

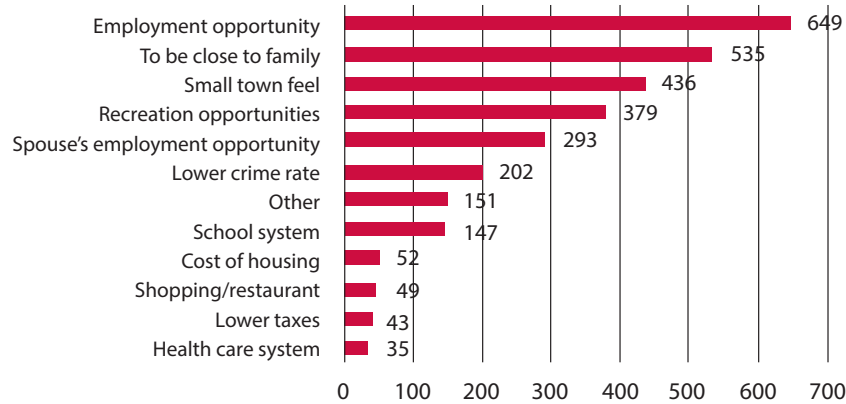


Figure 5: Most Appealing Aspects of Pierre

Q4: What do you find most appealing about Pierre?

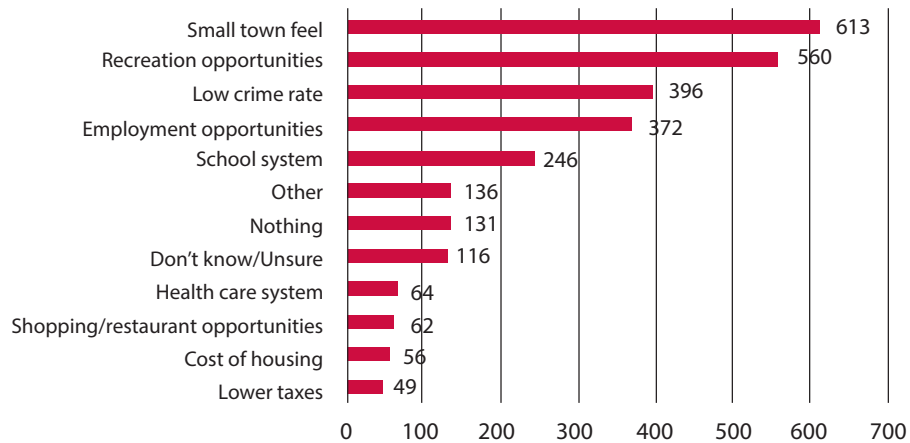
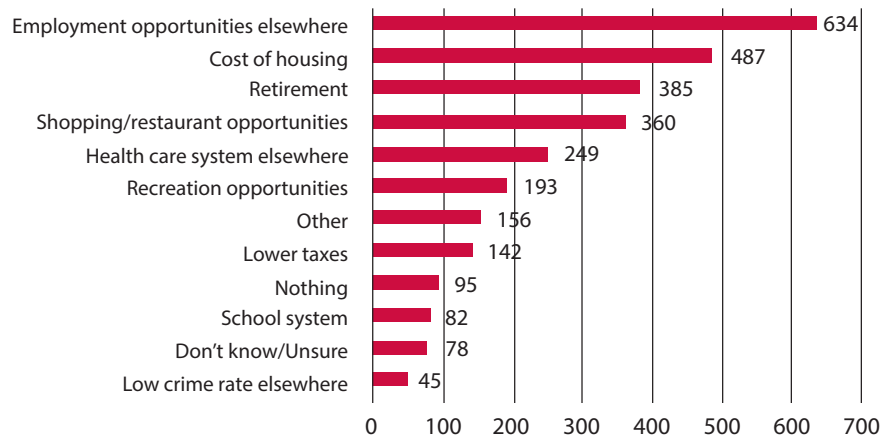


Figure 6: Reasons to Leave Pierre

Q5: Why would you leave Pierre?



The survey asked respondents a series of questions to gauge their general satisfaction with living in Pierre. Respondents were asked to indicate their level of agreement with a series of questions using a five point scale that ranged from Strongly Disagree to Strongly Agree. An option of “Don’t Know/Unsure” was also provided. Table 3 provides the distribution of these results.

Table 3: General Satisfaction with Community

Questions 6–13	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Don’t Know/ Unsure
In general, I am satisfied with the performance of the Pierre City Commission.	5%	45%	26%	13%	8%	3%
In general, I am satisfied with the performance of the Office of Mayor.	9%	42%	23%	12%	11%	3%
The long-term viability of Pierre may require consolidation of services with nearby communities or counties.	15%	38%	25%	10%	7%	5%
I am satisfied with the information provided on the City of Pierre webpage.	4%	45%	32%	7%	4%	8%
City government officials care what people like me think.	4%	33%	31%	17%	11%	4%
City government officials are accessible to people like me.	7%	45%	26%	11%	6%	5%
I engage with city agencies through social media (Twitter, Facebook, etc.)	2%	17%	33%	25%	14%	9%

The results reveal that respondents are generally satisfied with the Pierre City Commission and the Mayor. The percentage of respondents indicating satisfaction with the Pierre City Commission (those who agreed and strongly agreed) was 50%. Similarly, total satisfaction with the performance of the mayor was 51%. While there was a slight decrease in satisfaction levels as compared to 2008, both the Mayor and the City Commission still enjoy approval ratings that outpaced disapproval ratings by a ratio of more than 2:1. Perceptions of city accessibility and whether or not city officials care about citizen perspectives decreased slightly. However, satisfaction with the information provided online and the percentage of respondents indicating that they engage with city agencies through social media both increased slightly.

Pierre residents were also asked more specific questions about how they interact with local government. First, they were asked about the source they use most often for obtaining information on local government issues. As can be seen in Figure 6, respondents indicated that the city website was their primary source for information, followed by the newspaper and radio. This is further supported by Figure 8 which shows that almost 50% of respondents report visiting the City of Pierre website at least once a month. This is a significant change from 2008 when a majority of respondents indicated television was their primary source of information and only 27% indicated visiting the website at least monthly.

Figure 7: Local Information Sources

Q14: Which of the following do you use most often when seeking information on local government?

N=1039

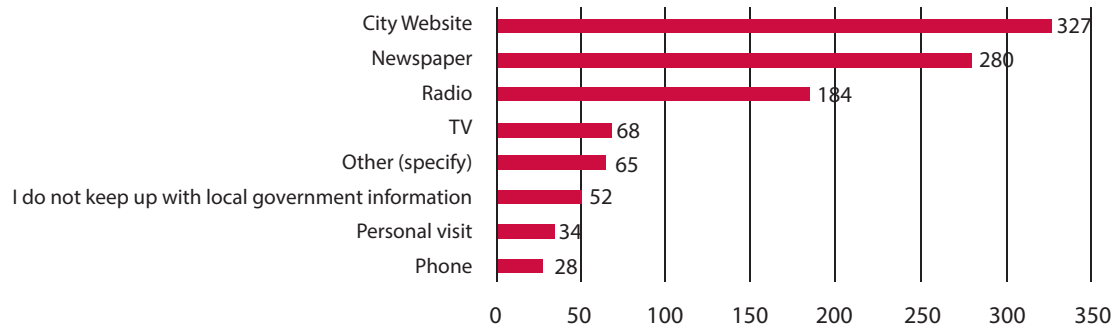
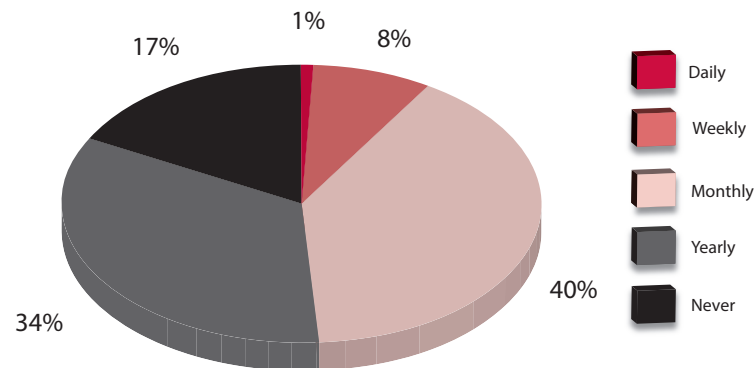


Figure 8: Visits to City of Pierre Website

Q15: How often would you say that you visit the City of Pierre website?

N=1039



Survey respondents were also asked about their attendance and viewing of Pierre City Commission meetings. Responses are detailed in Figures 9 & 10. Almost half (44%) of respondents indicate that they never attend or view Pierre City Commission meetings; another sizable proportion (35%) replied that they attend very few meetings. Only 5% report viewing most or every meeting online, while 21% reported not knowing they were available to view online.

Figure 9: Attendance or Views of Pierre City Commission Meetings

Q16: How often would you say that you attend or view Pierre City Commission Meetings?
N=1034

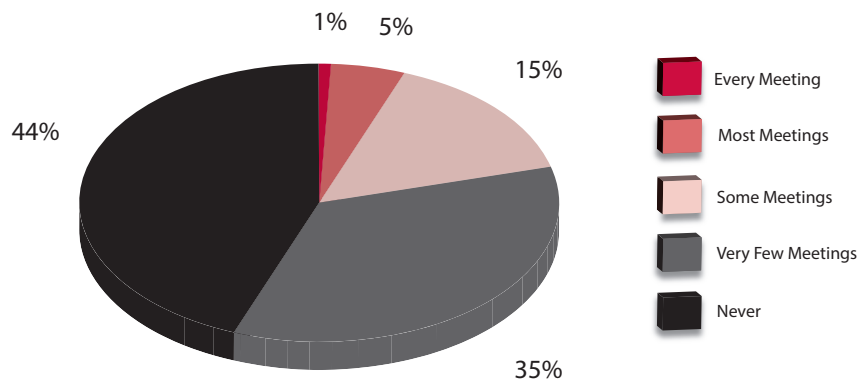
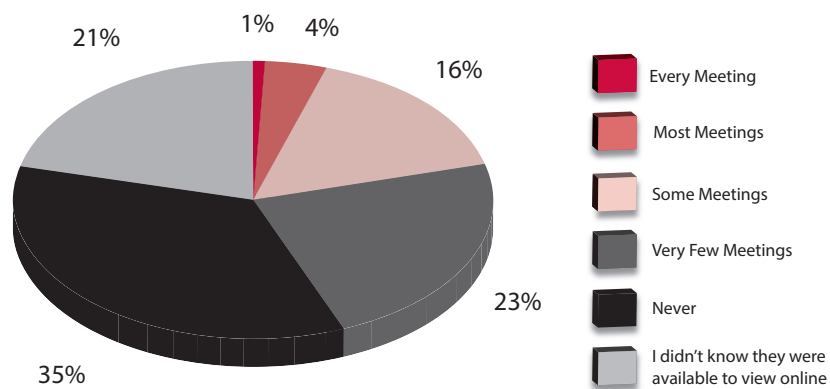


Figure 10: Viewing Commission Meetings With Oahetv.com

Q17: City Commission meetings are available online at oahetv.com. How often do you watch them online?
N=1038



HOUSING AND ECONOMIC DEVELOPMENT

Next we asked a series of questions related to housing and economic development in the City of Pierre. First, the survey asked respondents to indicate their level of agreement with series of seven questions related to the cost and availability of housing in the community. The results displayed in Table 5 on the next page indicate the majority of respondents are hopeful about Pierre's economic future with 12% strongly agreeing and another 56% agreeing. However, there are clear concerns about the affordability of homes in Pierre; a substantial majority (73%) either disagree or strongly disagree that homes in Pierre are affordable. This is a significant increase from 2008 when only 52% indicated disagreement. Similarly, 66% indicate disagreement with the statement that rent in Pierre is affordable. There are also concerns about the availability of rental options in Pierre with only 18% of respondents agreeing that there is adequate availability of rental options in Pierre.

Figure 11: Hopeful of Economic Future

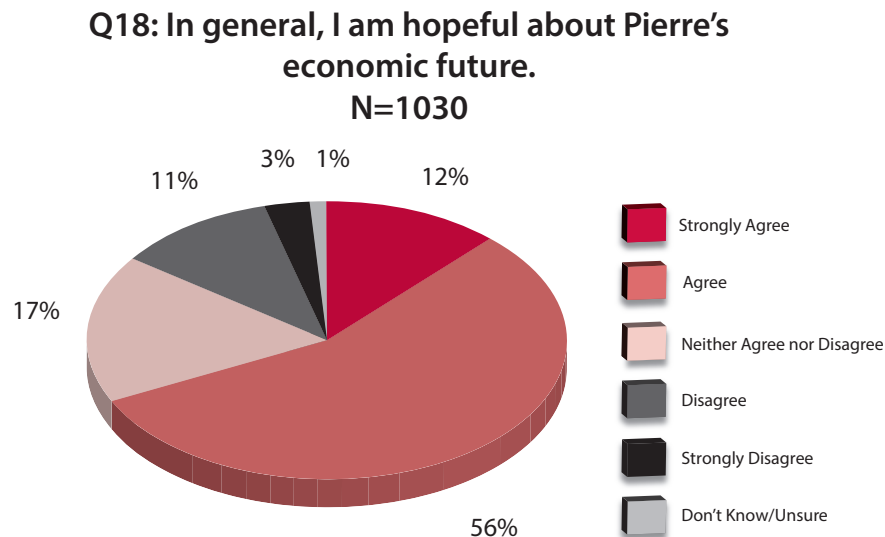


Table 4: Housing and Economic Development

Question 19–22	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	Don't Know/Unsure
In general, homes in Pierre are affordable.	4%	11%	11%	40%	33%	1%
In general, rent in Pierre is affordable.	3%	9%	13%	38%	28%	9%
In general, there is adequate availability of rental options in Pierre.	4%	14%	22%	31%	20%	10%

When asked about specific incentives for business development, results were somewhat mixed. A slight majority (52%) indicated agreement with the statement that financial incentives should be offered to businesses to encourage them to establish, update, and maintain their businesses in Pierre. However, only a quarter of respondents (25%) agreed or strongly agreed that up-front cash incentives should be offered. A sizable plurality of those surveyed (45%) agreed that tax breaks should be offered to encourage the development of more affordable housing.

Table 6: Incentives for Business Development

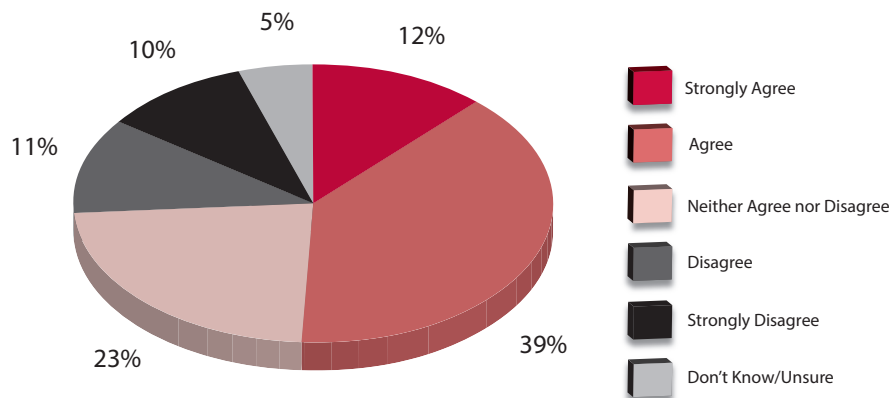
Question 25–27	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	Don't Know/ Unsure
Financial incentives should be offered to businesses to encourage them to establish, update, and maintain their businesses in Pierre.	11%	41%	19%	17%	10%	2%
Up-front cash incentives should be offered to businesses to encourage them to establish, update, and maintain their businesses in Pierre.	6%	19%	25%	33%	15%	3%
Tax breaks should be offered to owners of housing developments to encourage the building of more affordable housing in Pierre.	10%	35%	20%	19%	14%	3%

We also asked survey respondents for their perspective on Tax Increment Financing (TIFs). First, the survey briefly explained TIFs, then, we asked respondents if they thought the City of Pierre should pursue TIFs to fund the future development of Pierre. Just over half of respondents indicated agreement (51%), with another 23% neither agreeing nor disagreeing. Only 21% indicated that they disagreed or strongly disagreed.

Figure 12: Tax Increment Financing for Future Development

Q28: The City of Pierre should pursue TIFs to fund future development of Pierre.

N=1029



The survey also asked respondents about their perceptions of the downtown area. Almost half (48%) of respondents agreed they were satisfied with the appearance of Pierre's downtown area. However, just over half (55%) also agreed that further development of the downtown area is necessary.

Table 10: Perception of Downtown Beautification and Development

Question 23–24	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	Don't Know/ Unsure
I am satisfied with the appearance of Pierre's downtown area.	6%	42%	23%	20%	8%	<1%
I believe further development of Pierre's downtown area is necessary.	19%	37%	22%	12%	9%	1%

COMMUNITY DEVELOPMENT ORGANIZATIONS: CHAMBER AND PIERRE ECONOMIC DEVELOPMENT CORPORATION (PEDCO)

The survey also asked respondents a few questions about the Pierre Chamber of Commerce and Pierre Economic Development Corporation (PEDCO). First, respondents were asked how frequently they visited the Pierre Chamber website. A plurality of respondents (35%) reported never visiting the website, with another 30% reporting they only visit yearly. Even fewer respondents reported visiting the PEDCO website, with a substantial majority (71%) reporting they've never visited the site. When asked about their satisfaction with the performance of the Chamber and PEDCO, respondents' opinions were somewhat mixed. A plurality of respondents (46%) agreed they were satisfied with the performance of the chamber while a third of those surveyed (33%) indicated they were satisfied with the PEDCO's performance. However, in both cases nearly a third of respondents indicated they neither agreed nor disagreed, so while the number agreeing they were satisfied could have been higher, the number reporting they were dissatisfied was actually quite low; 11% in the case of the chamber and 18% in the case of PEDCO. Finally, surveyed residents were asked to specify what area PEDCO should be most concerned with; attracting new businesses, workforce development, and the promotion of existing businesses received the highest number of responses.

Figure 13: Online Views of Chamber Website

Q88: How often would you say that you visit the Pierre Chamber website?

N=963

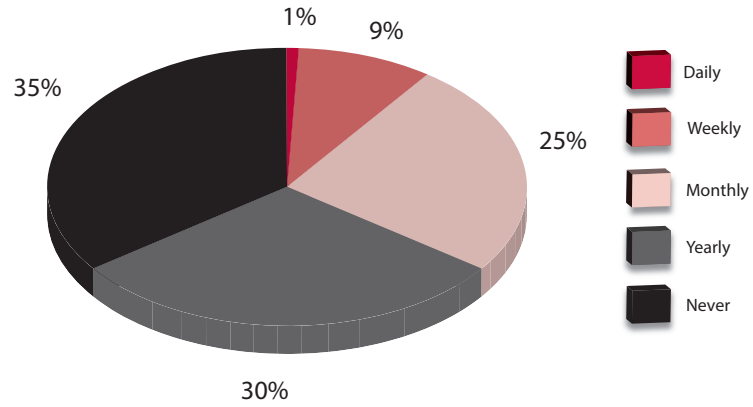


Figure 14: Online Views of PEDCO

Q89: How often would you say that you visit the Pierre Economic Development Corporation website?

N=953

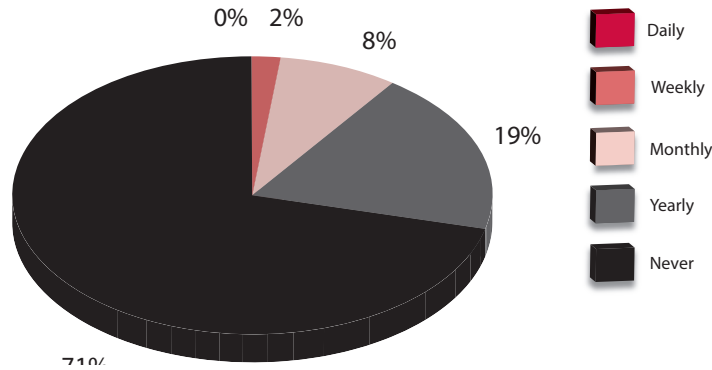


Table 7: Satisfaction with Development Organizations

Question 91–92	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	Don't Know/ Unsure
In general, I am satisfied with the performance of the Pierre Chamber of Commerce.	5%	41%	30%	6%	5%	12%
In general, I am satisfied with the performance of the Pierre Economic Development Corporation.	4%	29%	33%	11%	7%	16%

Figure 15: PEDCO Focus

Q90: What should PEDCO be most concerned with?



PIERRE UTILITY SERVICES

Survey respondents were asked a series of questions about utility services in Pierre, including use, satisfaction and desire for specific changes. Generally, Pierre residents are satisfied with utilities in Pierre. As can be seen in Figure 13, a substantial majority (77%) indicated they were satisfied with the reliability of city utilities. Respondents were a bit less satisfied with the rates they pay for utilities with an almost equal percentage of respondents indicating satisfaction (39%) as those indicating dissatisfaction (38%); another 21% neither agreed nor disagreed.

Figure 16: Satisfaction of Utility Reliability

Q29: In general, I am satisfied with the reliability of my City Utilities.

N=1034

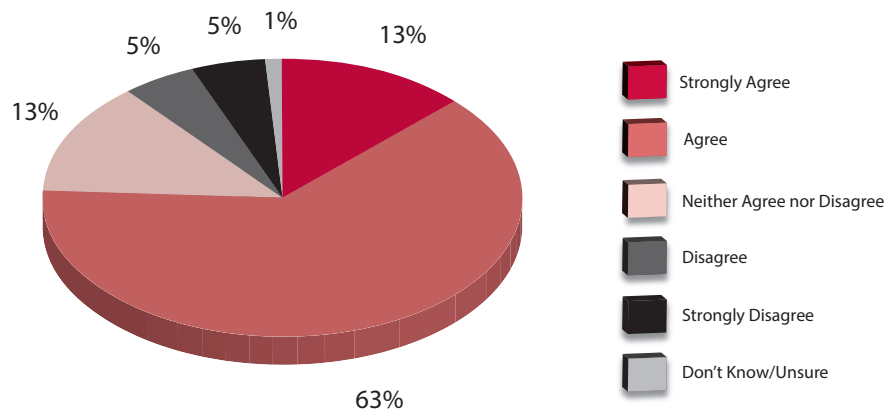
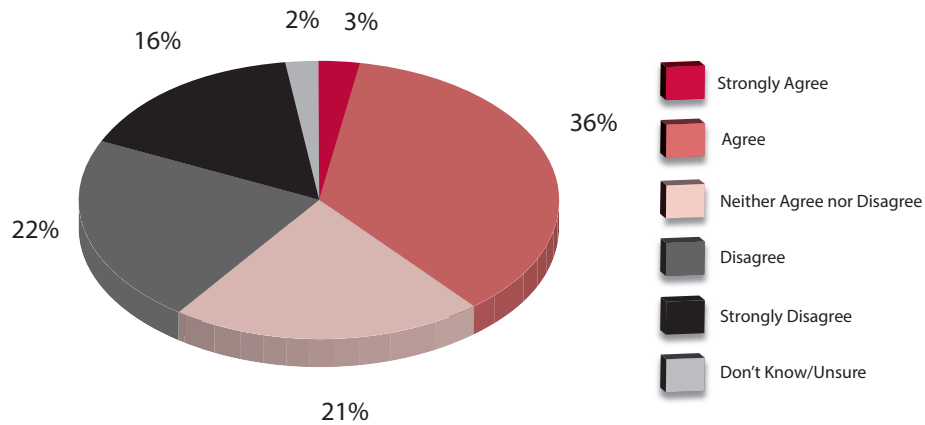


Figure 17: Satisfaction of Utility Rates

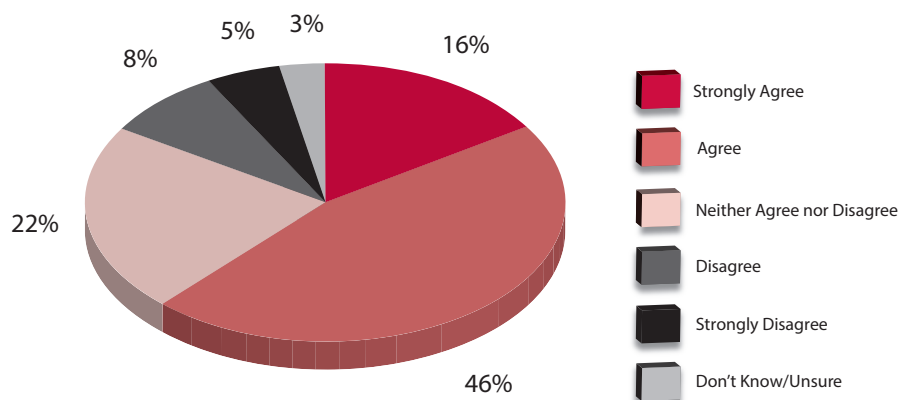
**Q30: In general, I am satisfied with the rates I pay for City Utilities (Electricity, Water and Waste Water).
N=1029**



The survey also asked respondents about their willingness to install energy efficient electrical fixtures, lighting and appliances. A strong majority of respondents (62%) agreed they would be willing to do so if the City of Pierre continued to provide cash incentives to purchase them.

Figure 18: Efficient Electric Fixtures

**Q32: I would consider installing energy efficient electrical fixtures, lighting and appliances if the City of Pierre continued to provide cash incentives to purchase them.
N=1028**



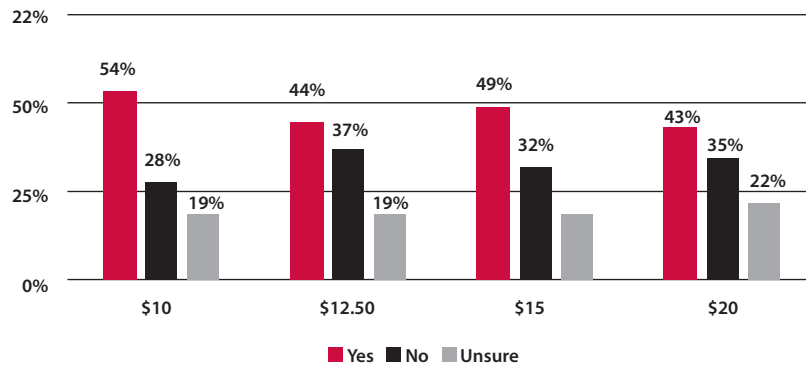
Next, the survey asked respondents questions about drinking water in the City of Pierre. All of the results are included in Table 7. Not surprisingly, an overwhelming majority (91%) agreed that having clear drinking water is an important issue. A smaller percentage but still a clear majority (64%) also agreed that they would support the construction of a new water treatment plant to address the issue of brown water in Pierre. While that percentage decreased to 54% when respondents were asked if they would be willing to support the plant if it meant an increase in water rates, there is still support among a majority of respondents. We also asked respondents about specific cost increases that they would be willing to support. In order to get an accurate estimate of what respondents might be willing to pay, we randomized different price points among the surveys at four different price points: \$10, \$12.50, \$15, and \$20. While the percentage of respondents saying “yes” outnumbered the percentage saying “no” for each price point, only at the \$10 price point did a majority of respondents (54%) say “yes”. At the \$12.50 price point 44.4% said “Yes”, at \$15 just under half (49.2%) said “yes”, and at \$20 that number decreased to 43.4%. It is important to note that at each price point there was a fair amount of respondents (close to 20% in each case) indicating they were unsure. Taken together, all of these responses suggest there is broad support for the City of Pierre to consider investing in a new water treatment plant to address the issue of brown water, and the \$10–\$20 price point is within reason.

Table 8: Drinking Water

Question 33–35	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	Don’t Know/ Unsure
Having clear drinking water is an important issue for me.	51%	40%	6%	1%	1%	<1%
I would support the City of Pierre constructing a new water treatment plant to address the issue of brown water.	32%	32%	14%	12%	8%	3%
Constructing a new water treatment plant to address the issue of brown water will increase water rates. I would support the construction of a new plant.	23%	31%	15%	16%	13%	2%

Figure 19: Water Treatment with Random Variable for Cost

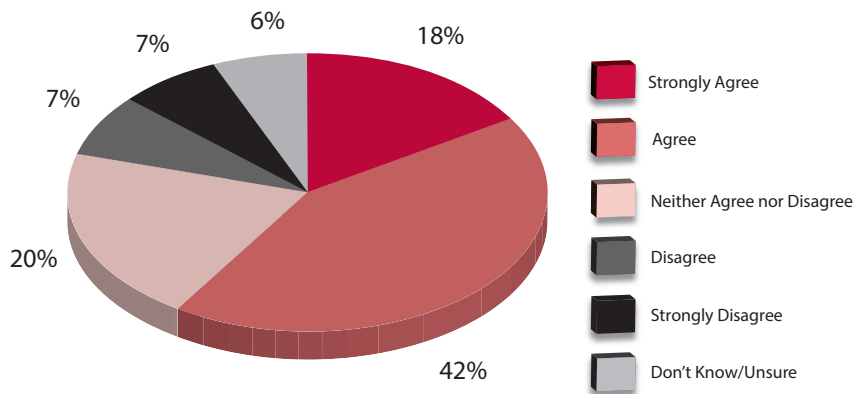
Q36: I would be willing to pay extra money per month to upgrade the water treatment plant to include water softening in Pierre.
N=1046



We also asked respondents about their willingness to install an electric load management system. A majority (60%) agreed they would be willing to install the system if the City of Pierre provided the system and installation; only 14% of respondents disagreed.

Figure 20: Electrical Load Management Systems

Q37: I would consider installing an electric load management system if the City of Pierre provided the system and the installation.
N=1018



TRASH AND RECYCLING

The survey then asked respondents a number of questions about their trash and recycling options. As indicated in Figure 18, a substantial majority agreed they were happy with the trash services provided by their waste hauler with nearly a quarter (23%) of respondents strongly agreeing. The majority of respondents (63%) contract with a private waste hauler for their household trash disposal, 22% rely on the City of Pierre for trash collection.

Figure 21: Satisfaction with Trash Collection

**Q38: I am happy with the trash collection services
my waste hauler provides.**
N=1017

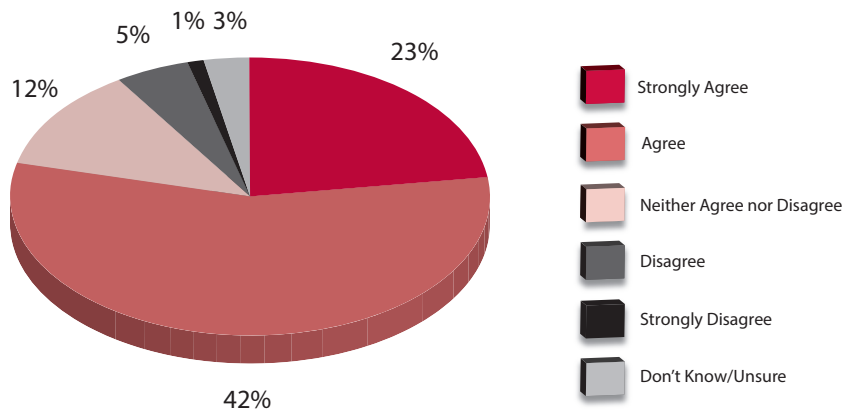
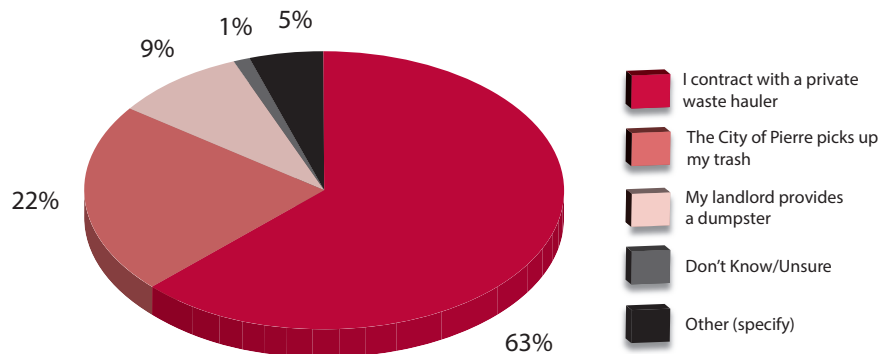


Figure 22: Trash Disposal Methods

**Q39: How do you currently dispose of
your household trash?**
N=1021



We also asked respondents a few questions about recycling. As can be seen in Table 8, a majority of respondents (59%) agreed that they would recycle more than they currently do if their waste hauler provided curbside recycling services, however only 36% agreed that they'd be willing to pay an extra \$3–\$5 to have curbside recycling. A substantial majority (74%) agreed that the City of Pierre should be concerned about recycling options and just under half of residents surveyed (46%) indicated satisfaction with current recycling options in Pierre. As is shown in Figure 20, Pierre residents do a fair amount of recycling; a substantial majority (74%) indicate that they recycle on at least an occasional basis and just over a quarter of respondents (27%) say they always recycle. Over half of those surveyed (55%) report using the drop-off recycling bins at least once a month (see Figure 21). Figure 22 displays the specific items that respondents indicate they currently recycle. The most frequently recycled item is cardboard, followed by aluminum cans.

Table 11: Recycling Services

Question 40–43	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	Don't Know/ Unsure
If my waste hauler provided curbside recycling services, I would recycle more than I do now.	27%	32%	19%	12%	6%	3%
The City of Pierre should be concerned about recycling.	34%	40%	17%	4%	4%	1%
I would be willing to pay an extra \$3–5 to have curbside recycling.	18%	18%	19%	26%	16%	3%
I am satisfied with the current recycling options in Pierre.	12%	34%	27%	19%	6%	2%

Figure 23: Recycling Frequency

Q44: How frequently do you currently recycle?
N=1034

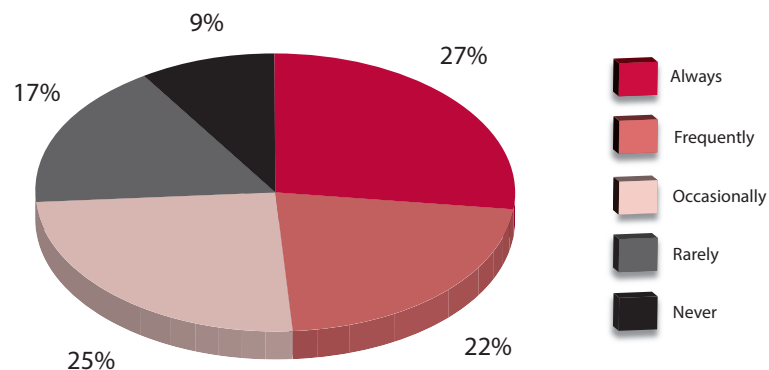


Figure 24: Use of City Drop-off Recycling Bins

Q45: How often would you say that you use the City of Pierre's drop-off recycling bins?
N=902

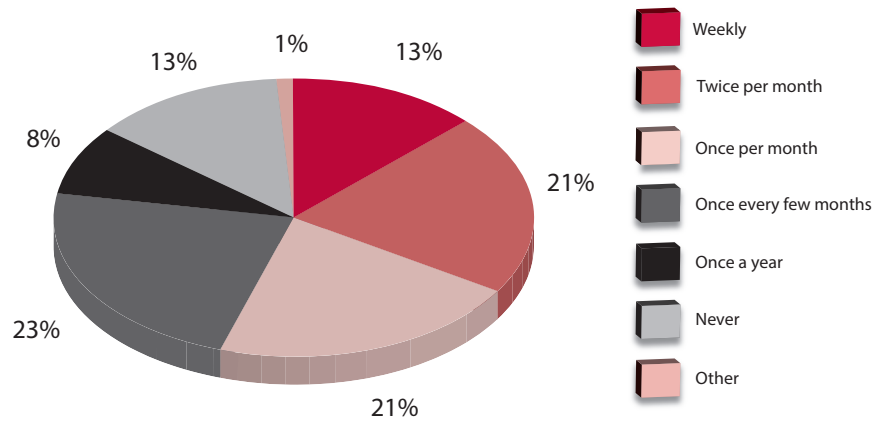
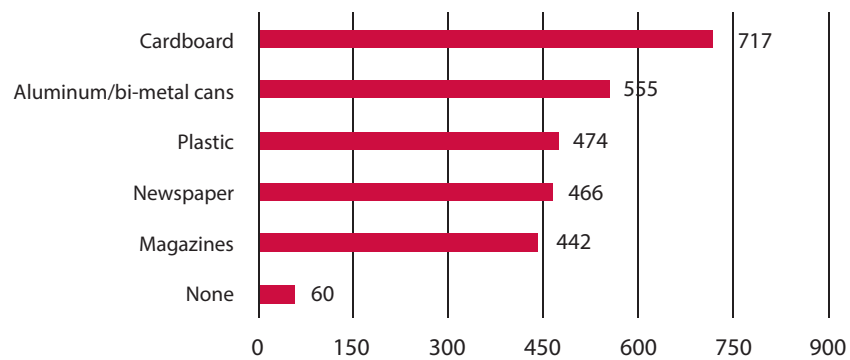


Figure 25: Items Recycled

Q46: Which items do you currently recycle?
(mark all that apply)



PARKS AND RECREATION

One of the areas we covered more extensively on the community survey was parks and recreation. The survey included several questions about use, satisfaction and future directions for parks and recreational facilities in the area. Survey respondents indicated using the City's parks and recreation services on a regular basis; 61% reported using facilities at least once a month, with a full 30% reporting that they used facilities weekly. Table 9 provides the answers to three initial areas of satisfaction. Survey respondents are generally satisfied with current opportunities for parks and recreation in Pierre. A strong majority (68%) of those sampled agreed they were satisfied with park and recreation opportunities for children in Pierre, with 55% agreeing and just 12% strongly agreeing. Only 13% indicated disagreement. Similarly, 64% indicated satisfaction with park and recreation opportunities for adults in Pierre. Survey respondents were a bit more ambivalent about parks and recreation opportunities for senior citizens in Pierre. Only 41% agreed or strongly agreed that they were satisfied. However, this is not to say that dissatisfaction was high, only 10% disagreed, rather there was a greater percentage that didn't know (23%) or neither agreed nor disagreed (26%).

Figure 26: Frequency of Park and Rec. Service Use

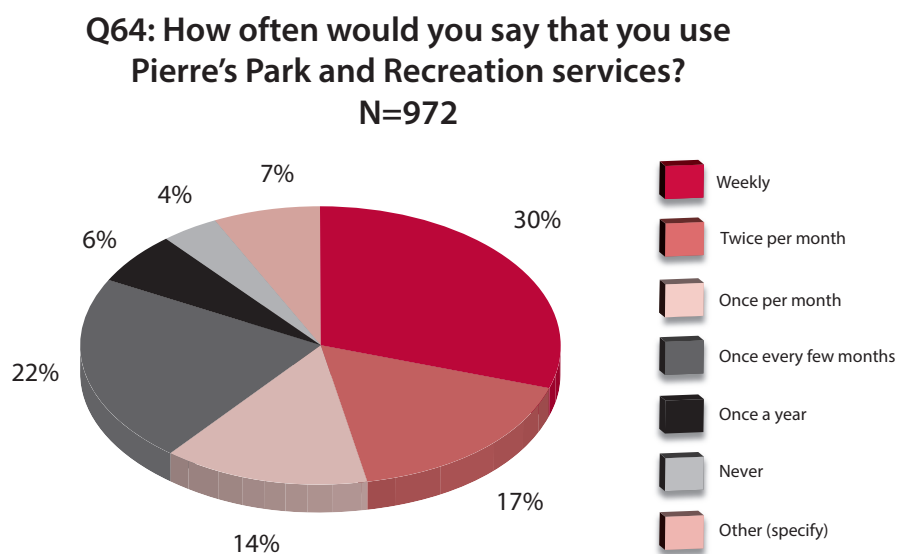


Table 12: Recreational Opportunities

Question 47–49	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	Don't Know/ Unsure
I am satisfied with the park and recreation opportunities for children in Pierre.	13%	55%	15%	10%	3%	5%
I am satisfied with the park and recreation opportunities for adults in Pierre.	11%	54%	18%	13%	3%	2%
I am satisfied with the park and recreation opportunities for senior citizens in Pierre.	8%	33%	26%	7%	3%	23%

A majority of respondents agreed that people who participate in organized sports at a sports facility should pay a fee (14% strongly agreed, and another 42% agreed). Only 17% indicated disagreement. Opinions relating specifically to building a new recreation/events center were somewhat split. A healthy plurality (47%) of respondents agreed that Pierre should consider building a new recreation/events center (17% strongly agreed, and 30% agreed). However almost a third of respondents indicated disagreement (13% disagreed and 14% strongly disagreed). Similarly, 44% of respondents agreed that they would pay to use a facility if it were built, with 29% indicating disagreement. While the number indicating support for the new facility is greater than those indicating a lack of support, there isn't a majority of agreement, if this idea is pursued city leaders should anticipate some citizen resistance.

When it came to ranking options for facilities and resources that would be available at the center if it were built, the highest prioritized facilities were: 1) a space for large events, 2) recreational floor space for multiple sports activities, and 3) meeting spaces for community members. These three options led others by a significant margin. The least valued resources were a technology room with computers and a free weights room.

Table 13: Rec Center and Fees

Question 50–52	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	Don't Know/ Unsure
People who participate in organized sports at a sports facility should pay a fee.	14%	42%	24%	14%	3%	3%
Pierre should consider building a new recreation/events center.	17%	30%	23%	13%	13%	3%
If Pierre builds a recreation/ events center, I would pay a fee to use the facility.	11%	34%	21%	16%	13%	5%

Since the issue of an outdoor pool remains a concern in Pierre, we asked several pool-related questions; the responses are outlined in Table 11. Responses were split when it came to whether outdoor pools should pay for their own operating expenses: 33% agreed, 34% disagreed and 29% neither agreed nor disagreed. A slight majority (51%) either agreed or strongly agreed that city tax dollars should pay for outdoor pools; a

clearer majority (64%) agreed that outdoor pools are a service that a city should provide. Also, 62% indicated disagreement with the statement that Pierre should close and not replace its outdoor pool when it is no longer safe to operate.

Table 14: Pool Related Questions

Question 53–56	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	Don't Know/ Unsure
Outdoor pools should pay for their own operating expenses.	9%	24%	29%	25%	9%	4%
City tax dollars should pay for outdoor pools	12%	39%	27%	11%	8%	3%
Outdoor pools are a service that a city should provide.	17%	47%	22%	8%	4%	2%
Pierre should close and not replace its outdoor pool when it is no longer safe to operate.	7%	11%	17%	34%	28%	3%

The survey also included a couple of questions about the maintenance of existing park facilities. Almost half of the respondents (47%) indicated they were satisfied with quality of care and maintenance of Riverside Cemetery. Similarly, 45% of residents surveyed indicated satisfaction with the quality of care and maintenance at Hillsview Golf Course. A slightly smaller percentage indicated satisfaction with the quality and care of maintenance at the clubhouse and proshop at Hillsview golf course. While the levels of agreement lean toward a majority in Table 15, the level of disagreement is surprisingly low. Only 1% of respondents were dissatisfied with quality and maintenance of the Riverside Cemetery. Likewise, less than 2% were dissatisfied with the quality and maintenance of the Hillsview Golf Course, club house, and proshop. As respondents were not filtered by use and frequency of visits to these locations, a large percent of the unsure and neutral responses were likely from respondents unfamiliar with the locations.

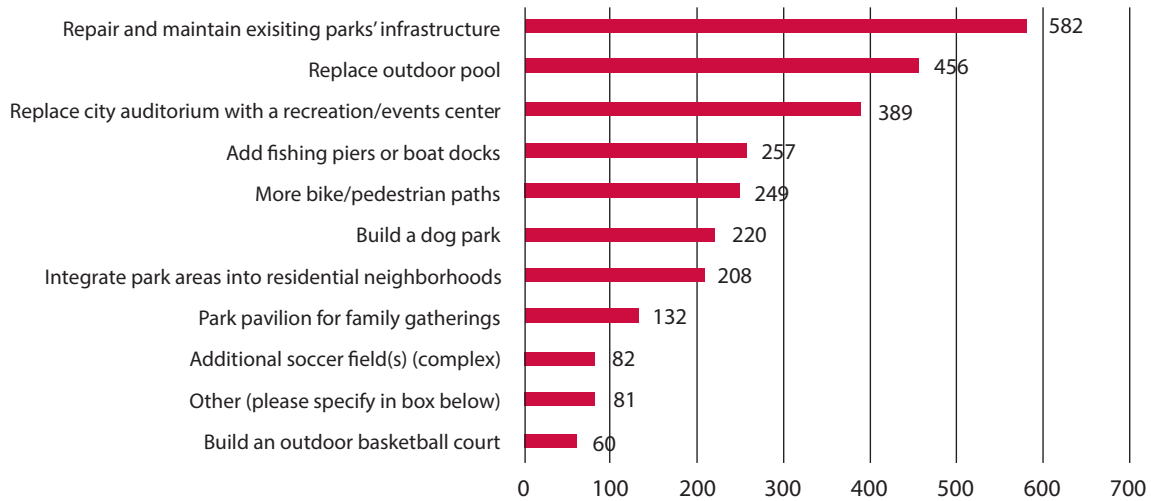
When asked about how to prioritize investments in local parks and recreation projects, survey respondents reported that the maintenance and repair of existing park features should be the first priority. Next was replacing the outdoor pool and third was replacing the auditorium with a recreation/events center. The full list is displayed in Figure 27.

Table 15: Golf and Cemetery Satisfaction

Question 61–63	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	Don't Know/ Unsure
In general, I am satisfied with the quality of care and maintenance of Riverside Cemetery.	14%	33%	23%	1%	0%	29%
In general, I am satisfied with the quality of care and maintenance of Hillsview Golf Course.	11%	34%	25%	1%	<1%	29%
In general, I am satisfied with the quality of care and management of the club house and pro-shop at Hillsview Golf Course.	11%	30%	27%	<1%	<1%	31%

Figure 27: Park and Recreation Project Importance

Q59: Looking into the future, please identify the projects you believe are most important for the Park and Recreation Department?



LIBRARY

Next, the survey asked questions regarding the Rawlins Municipal Library. Figure 28 illustrates the wide variety of usage levels amongst survey respondents. A majority of respondents (62%) agree that the resources at Rawlins Municipal Library are adequate and a similar percentage (60%) report being satisfied with the size of the library building.

Figure 28: Library Use

Q67: How often would you say that you use the Rawlins Municipal Library in Pierre?
N=972

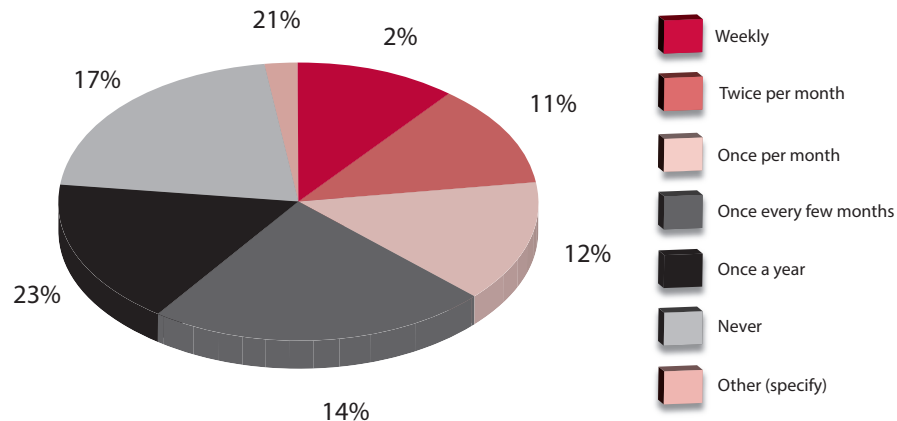


Table 16: Rawlins Municipal Library Satisfaction

Question 65–66	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	Don't Know/ Unsure
The resources at Rawlins Municipal Library are adequate.	13%	49%	19%	5%	1%	13%
I am satisfied with the size of the Rawlins Municipal Library building.	13%	47%	19%	7%	1%	12%

PUBLIC SAFETY IN PIERRE

There are four questions relating to public safety included in the survey instrument. The results, presented in Table 17, indicate that residents of Pierre are generally satisfied with public safety services in Pierre. A sizable majority (68%) agreed or strongly agreed that the City provides high quality law enforcement services; 74% indicated agreement with the statement “The Police Department is effective at keeping me safe.” Satisfaction with the Volunteer Fire Department was even higher with 89% of survey respondents agreeing that the Pierre Fire Department provides high quality services. As is illustrated in Figure 29, a slight majority of respondents (51%) are satisfied with the Deer Management Program, a significant increase from the 42% reported in 2008. Finally, a substantial majority (86%) of residents surveyed indicated they feel safe in Pierre.

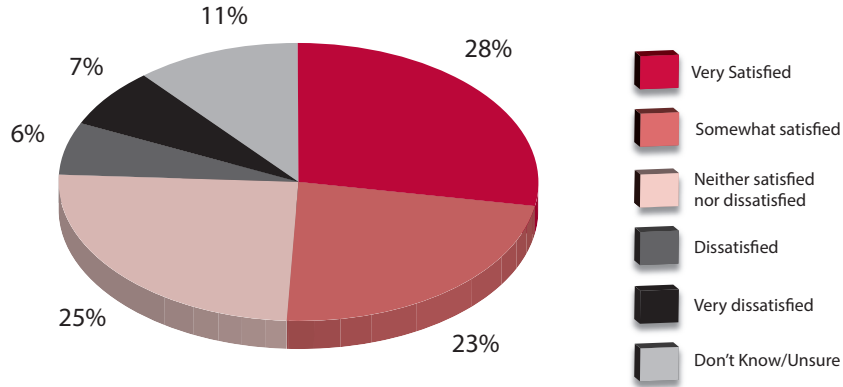
Table 17: Satisfaction of Police and Fire

Question 69–72	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	Don't Know/ Unsure
The City of Pierre provides high-quality law enforcement services.	16%	52%	17%	7%	6%	1%
The Pierre Police Department is effective at keeping me safe.	17%	57%	16%	4%	5%	1%
The Pierre Volunteer Fire Department provides high-quality services.	40%	49%	6%	1%	4%	1%
I feel safe in Pierre.	28%	58%	8%	2%	4%	<1%

Figure 29: Deer Management Program Satisfaction

Q73: How satisfied are you with the deer management program in Pierre?

N=973



EDUCATION OPPORTUNITIES

Next, the survey asked questions regarding the quality of education opportunities in Pierre. A sizable majority of those surveyed reported being satisfied with quality of the Pierre Public Schools' facilities (69%) and the quality of education children receive there (67%). When asked about post-high school education opportunities though, only 40% reported being satisfied.

Table 18: Education Satisfaction

Question 74–76	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	Don't Know/ Unsure
I am satisfied with the quality of the Pierre Public Schools' facilities.	18%	51%	14%	6%	2%	10%
I am satisfied with the quality of education children receive at Pierre Public School.	21%	46%	15%	7%	2%	10%
I am satisfied with post-high school education opportunities for adults in Pierre.	8%	32%	21%	21%	9%	9%

TRANSPORTATION

Finally, the survey included several questions about the use of and satisfaction with various transportation options in Pierre, starting with the airport. The majority of residents surveyed (61%) reported using the airport at least once a year with respondents fairly evenly split between flying for business and personal reasons (Figure 32). Survey respondents suggest there is room for improvement when it comes to travelling by air. Nearly half of respondents (43%) either disagreed or strongly disagreed that flight schedules at the Pierre Regional Airport are convenient; only 21% of respondents indicated agreement. In addition, a majority of respondents (57%) did not find flights at the Pierre airport to be affordable. Opinions about the aircraft types available were mixed. Equal proportions of survey respondents indicate agreement (31%) and disagreement (31%), with another 25% neither agreeing nor disagreeing. Respondents were more positive about the airport itself though with a healthy majority (67%) agreeing the terminal is comfortable.

Figure 30: Air Travel Out of Pierre

Q77: How often would you say that you fly out of Pierre Regional Airport?
N=974

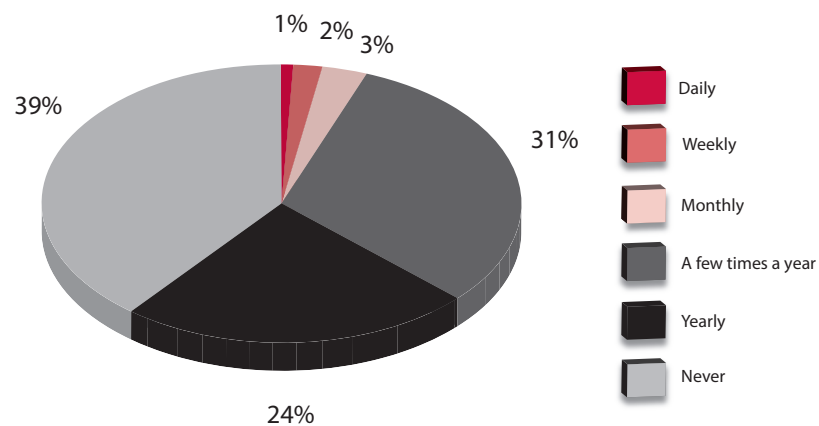


Figure 31: Air Travel Out of Pierre

Q83: For what reason do you most often take flights out of the Pierre Regional Airport?
N=968

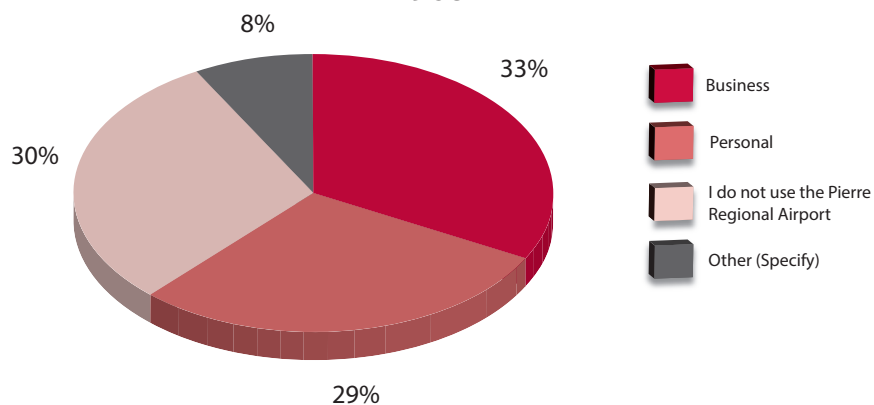


Table 19: Airport Satisfaction

Question 79–82	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	Don't Know/ Unsure
The Pierre Regional Airport flight schedules are convenient.	2%	19%	21%	28%	15%	15%
In general, flights at the Pierre Regional Airport are affordable.	2%	14%	17%	32%	25%	11%
The type of aircraft used at the Pierre Regional Airport suits my needs.	3%	28%	25%	18%	13%	13%
The Pierre Regional Airport terminal is comfortable.	23%	44%	13%	1%	4%	15%

Next, we asked respondents about their experiences with River Cities Transit. A majority of respondents never ride on River Cities Transit. Only 13% report riding more than at least monthly, this leads to a high number of unsure responses about satisfaction with River Cities Transit presented in Table 16. However, more respondents agree than disagree that River Cities Transit schedules are convenient and fares are affordable. Further, 60% of those that provided a response other than “Don’t Know/Unsure”, agreed they feel safe riding the River Cities Transit System.

Figure 32: River Cities Transit Frequency of Use

Q78: How often would you say that you use the River Cities Transit System?
N=968

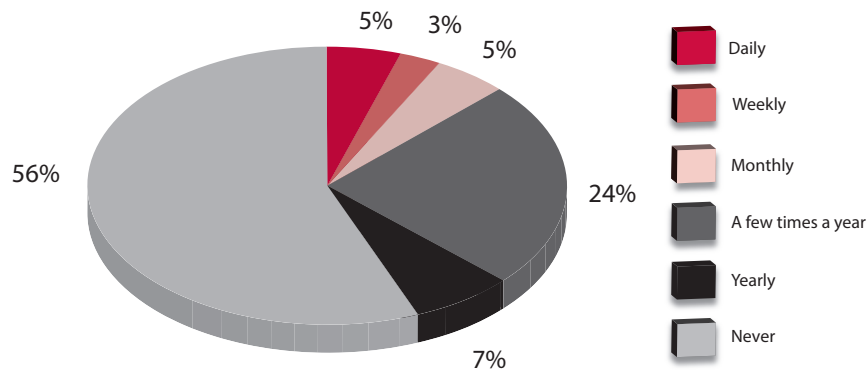


Table 20: River Cities Transit Satisfaction

Question 85–87	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	Don't Know/ Unsure
River Cities Transit schedules are convenient.	7%	23%	22%	4%	4%	40%
River Cities Transit fares are affordable.	12%	36%	14%	3%	4%	31%
I feel safe riding the River Cities Transit system.	9%	29%	18%	2%	4%	37%



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